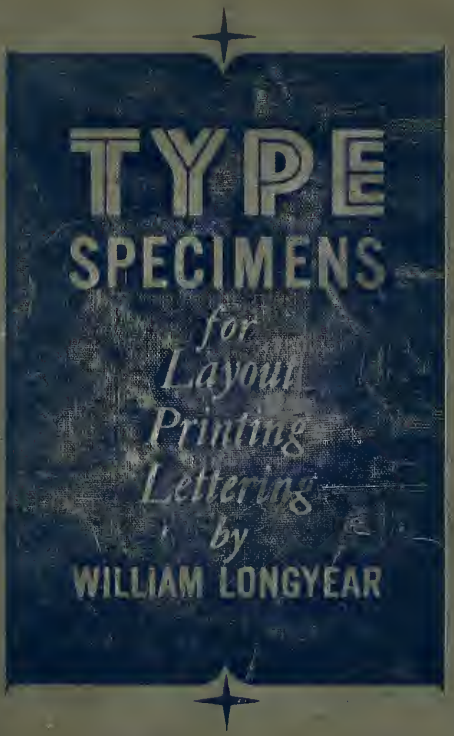

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TYPE SPECIMENS

FOR

LAYOUT ★ PRINTING ★ LETTERING

by

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Designer for Commerce and Industry

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BY WAY OF INTRODUCTION

THE purpose of this volume is twofold. First, it is a convenient, well-indexed reference book for anyone, whether layman or professional, who is interested in printing. To him it offers not only proofreading marks, explanations of the point system, definitions of printing terms, and other helpful information on type and its uses, but also these four features of particular value:

1. A selection of 145 single line specimens of type faces in common use today, alphabetically arranged to make it easy for one to acquaint himself quickly with their individual characteristics or to identify, by comparison, types from other sources.
2. A similar selection of 58 single line specimens of antique and exotic types such as have recently been revived.
3. A number of pages demonstrating the use of selected types in printed matter: also several pages of rules and decorative material.
4. A group of 80 pages showing 90 complete alphabets (with numerals) of types now popular, most of the alphabets being repeated in several sizes, giving a total of 388 separate alphabets.

Secondly, for the man who makes layouts for printing, or who does hand-lettering (or who is learning to do these things), this book is a veritable storehouse of inspiring and easily adapted reference material, not to mention its brief but nevertheless vital text which demonstrates, among other things, how to use the reference material to advantage. For example, it selects a typical alphabet and shows how the letterer would adapt it to his hand-done work: again, it presents a typical layout and beside it a finished piece of printed matter—an advertisement—based upon it, the whole accompanied by full description of the procedure.

In short, whether one is novice or adept—whether he is interested in lettering, in layout, or merely in gaining a greater knowledge of type faces—we believe he will find this book most helpful. It is especially recommended for use in schools in connection with courses in lettering, advertising design, printing, sign painting, etc. Students can turn to its pages with the assurance that they represent the highest professional standards.

ACKNOWLEDGMENT

THE author expresses his deep appreciation to all who have cooperated in the preparation of this volume. Especially is credit due to the following firms and individuals for their generous assistance: The Composing Room, Inc., The Bauer Type Foundry, Inc., Rumford Press, Frederic Nelson Phillips, Inc., The International Paper Company, Gideon Haynes, Underwood and Underwood, General Electric Company, Chicago Advertising Year Book.

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TYPE ★ PAST AND PRESENT

TYPOGRAPHY is one of the youngest of the civilized arts, even though the Chinese were making rubbings from letters cut on wood blocks as early as 900 A.D. Gutenberg is generally conceded to be the inventor of movable type. His, the first complete book from movable type, was printed about 1450.

The design of early type faces was based on manuscript writing. These letters were the natural result of the square-pointed pen used by the scribes. Evolution and the talents of Jenson, Caslon, Garamond, Bodoni, and other great designers gave us the upper and lower case types in common use today. The first printing in the Western Hemisphere was done by Giovanni Paoli in Mexico City in 1539. The Rev. Jesse Glover left England with a printing outfit but died before reaching America. In 1638 his equipment was set up by Stephen Day and his son in Cambridge, Mass. In the short half century after Gutenberg's contribution, sixteen thousand editions were published in Europe. Before that time books were laboriously lettered by hand. They were generally the property of the church and the rich.

Obviously, printing has been a great force in civilization. It has made possible the public library, books, magazines and newspapers. Printing is the voice of advertising.

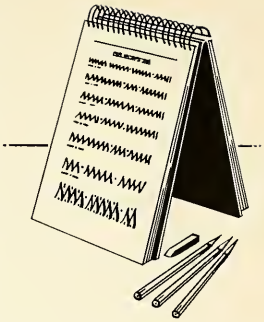
Recent years have witnessed a renaissance in type design. Modern advertising and book printing, improved printing processes and a renewed interest on the part of the public and designers have resulted in many new and interesting type faces.

Type's major purpose is to be read; therefore it must be legible as individual letters and as blocks of printing. Simplicity and good taste are characteristic of all good type faces. Discrimination is necessary in the selection and use of a type for a particular purpose. Type faces are highly individual. They give character to the printed page. Type may be delicate or brutal, refined or baudy, conservative or aggressive. The manner of speech of an individual makes an instant impression on the listener: type has the same effect on the eye and the mind of the reader. Here indeed is a subtle and powerful tool in the hands of the designer and the advertiser. Daily, alphabets in their many forms affect the lives and the actions of countless human beings.

THE FIVE PERIODS IN THE HISTORY OF TYPE

Venetian 16th century, typified by . . .	Old English type
Old Style 17th century, typified by . . .	Caslon
Transitional 18th century, typified by . .	Bulmer
Modern, typified by	Bodoni
Contemporary, typified by	Futura

HOW TO USE THIS BOOK



SPIRAL binding was adopted for this volume for functional reasons. It enables the book to be utilized like an easel as in the sketch at the right—a thing of double value, for, in this vertical position, the book not only occupies little room on the desk or drawing board, but permits the spectator to see the pages in an unforeshortened position. This is of particular advantage when the letterer or layout man desires to refer to a single page for a considerable period.

Full as this book is of type faces, it contains only a modest percentage of the many hundreds which are available. Each type face is also normally manufactured in many sizes. While we here offer a generous assortment of sizes in certain standard alphabets such as Caslon and Bodoni, we have in some other cases limited ourselves mainly to the smaller sizes which are most in demand in printing, and to extremely large sizes helpful to the letterer. Newer and less known faces like Trafton and Tempo have not been overlooked, but extreme styles which are in questionable taste have purposely been omitted.

A TYPE SCRAP BOOK

STUDENTS often find it advantageous to supplement such a book as this by organizing scrap books, usually of loose leaf form, of supplementary material collected from books, magazines and other printed matter, and including both individual type faces and attractive examples of their application to printing.

OUR BOOK AS A LETTERER'S GUIDE

JUST as many type faces were originally based on hand-lettering, so the letterer often draws inspiration from type faces. Especially where hand-lettering and type are to be used together (as in advertisements and other forms of printed matter in which individualized headings, captions and other important copy is often hand-lettered) they have much in common: there must be perfect harmony between the two. Therefore a type book such as this, with its many beautiful type faces, can prove, within reasonable limits, an excellent guide for the letterer, helping him in his lettering while acquainting him intimately with types. On the next page we shall discuss a method which enables the letterer to translate type faces into lettering.

HOW TO LETTER FROM TYPE

TO UTILIZE type faces like those in this volume as a basis for hand-lettering, some logical method must be followed. Here is a common one. For purposes of study we have selected one of the finest standard type faces, Caslon 540.

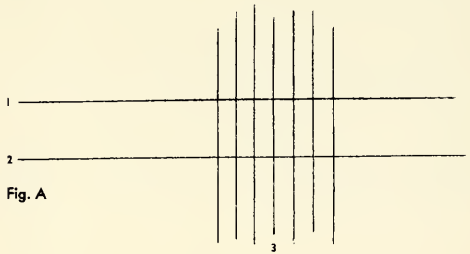


Fig. A

PROCEDURE

Thumbtack a sheet of tracing paper to the drawing board. With the T-square, draw two horizontal guide lines three-quarters of an inch or so apart. See 1 and 2, Fig. A.

Next, with T-square and triangle draw a number of closely spaced vertical lines: Fig. A, 3. These will serve as guides for letter ascenders and descenders.

Tack a second sheet of tracing paper over the guide line sheet and lightly sketch the word **millpond,** using the specimen sheet of Caslon 540 as a model. Don't make the common beginner's mistake, pictured in Fig. B, of getting a crowded effect in some places. Note at 4, for example, that the vertical letters **m i l l** are too closely spaced as compared with the round letters **p o n d** (5), resulting in an irregular tone over the whole. The test of good spacing is the evenness of tone (color) over a word, line, or paragraph. Incidentally, good spacing (and particularly open spacing) adds as much to legibility as to appearance, as will be noted in Fig. C.

Your first rough sketch is only a trial. It is never advisable to correct poor spacing by changing the proportions of letters. Lay another sheet of tissue over the two already in place and draw in the letters **p o n d,** keeping the white spaces in and between the letters approximately alike. See 6, Fig. C. Shift this tracing until the **l** next to **p** spaces correctly. Repeat this practice with the first three letters of the word, **m i l** (Fig. C, 7), and the result should be as uniform as in our example. By using tracing paper in this manner, shifting it as necessary for study of spacing, time can be saved and best results obtained.

As it is seldom advisable to try to da finished lettering on tracing paper, the perfected pencil drawing is lightly transferred to some firmer surface such os bristol baard. This can be dane by coating the back of the paper with graphite, applied with o soft pencil (used flatwise), next lining the farms thraugh fram the face with a sharp pencil. The transferred farms are then perfected in pencil, after which they are inked in. Inking is generally done with pen or brush and waterproof drawing ink, as in Fig. C. This completes the custamary procedure.

A study of the variaus alphobets in this valume will make clear that lettering based upon them wauld nat always demand exactly the same treatment. For instance, a style like Futura Light (page 75) can often be interpreted satisfactorily with single strokes of the pen. On the other hand, a type like Hauser Script (page 100) requires a quick, bold handling of the brush. In all lettering, perfection comes only through careful observation coupled with constant practice. By working from variaus alphabets in this book, using pen or brush as each style demands, sound progress should be made.

The experienced letterer often interprets a style af lettering rather freely, making whatever changes his mood or purpose dictates. Normolly, however, he at least maintoins the established and beautiful relative proportions of his prototype: if he diverges from them he does so consistently.

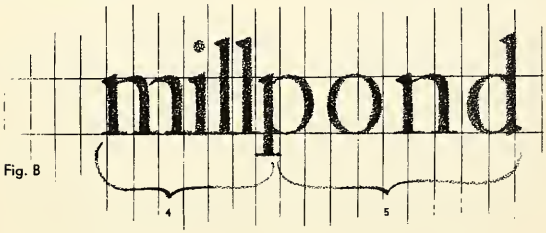


Fig. B

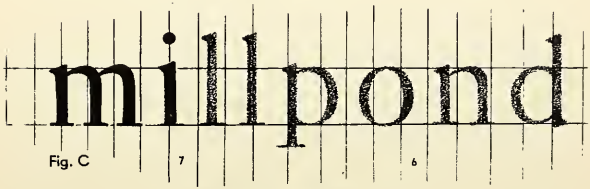


Fig. C

SPACE TO OBTAIN EVEN TONE

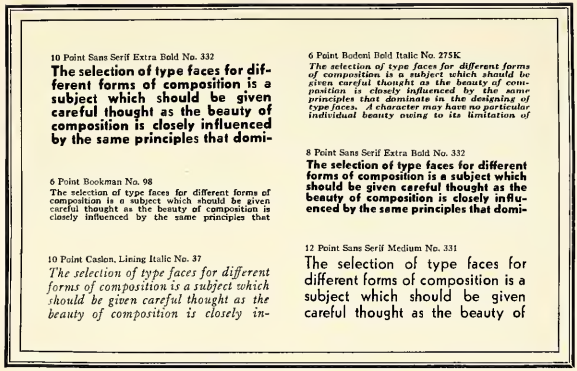
AND NOW COMES LAYOUT

BOTH the mon qualified ta do hand-lettering and the one who designs printed matter (but does not letter) need knawledge of loyout. But what is loyaut? A loyaut is the sketch in which the designer records his conception of an advertisement ar other piece of printed matter. It is generally drawn actual size, in pencil, on a large tissue pad. As in the case of the word **millpond** just discussed, the texture of the paper and its transparency moke it possible to produce ane study over another. Type and illustration can be traced into the layout. Layout pencils, similar ta lithographic pencils, give the uniform grays and rich blacks so necessory in a good page.

The layout shows the placing of all elements af the advertisement, indicating their relotive size ond impartance. The layout man seldom writes the odvertisement—o copy writer normally supplies the theme and reading matter—but he does, as a rule, determine the general style af an advertisement and he orranges the illustratians ond type matter.

INDICATING TYPE

IN SUCH wark, headings—large wards af display—are raughly blocked out in reodoble farm with strokes suggestive of the type to be used. Blocks of smaller type are merely indicated by massed horizontal lines af such weight and spacing as to simulate the effect desired. All this is exemplified by the accompanying illustrotion. That different sizes and weights af type creote different tone (color) values when set in blacks of copy is shown at the top af the following page. See how light in tone some af these areas are when compared with others. Examine publications far further examples of tone created by type. Such tone is an important factor in printing. In a layout, the relative grays of type matter and illustrotions, as indicated by the loyaut man, creote pattern.



COPY BLOCKS SET IN DIFFERENT TYPES

The blocks of copy above give an ideo of the legibility, tone, ond number of characters per line of vorious type sizes.

TYPE MEASURING SYSTEM

TYPE is measured by what is known os the point system. This is based on the division of the inch into 72 equal parts or points.*

6 points = 1 nonpareil
12 points = 2 nonpareils = 1 pica
6 picas = 1 inch
72 points = 1 inch

** This statement and the table are slightly inaccurate as the pica actually measures 0.16608 of an inch, six picas measuring 0.99648 of an inch and a point about 0.0138 of an inch.*

All material used by the typographer such as type, borders, rules, ornaments, leads, etc., is measured by the point system ond shauld be so specified. Printers use in place af our regular foot rule what is known as the printer's rule, which is normally graduoted in picas and nonpareils. In other words, the printer would call a column of type which measures two inches in width "twelve picas wide," or, more often, "twelve pica measure."

Note: While the rules at the bottom of page 14 give a graphic indication of the increase in size of type by points, the actual face of type—the part which comes in contact with the paper and gives the visible impression—varies in size in types of different design. For example, compare the 6-point faces in the copy blocks above. In other words, all type of a certain designated size is not necessarily the same in actual size. Usually type faces are considerably smaller than rules of the same designation because few faces completely fill the type body—a matter exemplified by the illustration on page 15.

PRINTING TERMS DEFINED

THE art and science of printing being extremely complicated, a whole volume could easily be devoted to almost any phase of it. When it comes to terminology, for instance, printers have practically a language of their own. Fortunately one can find adequate definitions of most printing terms in the dictionary. Here are a few in common use.

AGATE—5½-point type.
ALTERATIONS—Changes from original copy, or authar's carrections. The printer's bugaboa.
A-P-L—All Purpase Linotype. Machine used mainly for the casting of big type. Nat dissimilar in principle fram the Ludlow.
ASCENDERS—The parts af lower-case letters that project obave the waist or main line, e.g., h, d, f, etc.
BLACK-FACE LETTER—Dark or bald form of German text; alsa called Gothic.
BLEED—A picture that has been trimmed ta permit it ta extend ta the extreme edges of the page.
BODY—Size fram top ta bottam af type.
BODY-TYPE—Type used for the main body af a jab, usually 14-point or less.
BOLD FACE—The dark form of a type family as against its light and medium forms.
BROCHURE—A pamphlet bound and stitched in baak form.
BUILT-UP LETTER—Letter first drawn in autline and then filled in.
CHASE—The metal frame in which type and plates are locked up for printing.
COMPOSING STICK—Metal tray graduated ta the paint system and used ta set type ta a given measure.
COMPOSITOR—One who compases ar sets type.
CONDENSED TYPE—A narraw type face.
COPPER SPACES—½-point spaces.
CURSIVES—Joined letters with rounded angles—like uncial letters.
CYLINDER PRESS—Machine that prints by the actian af a cylinder an a flat form.
DESCENDERS—Parts of the lower-case letters that descend below the main or waist line, e.g., g, j, p.
DEVIL—Usually youngest helper in a print shop.
DISPLAY TYPE—Large type used far emphasis.
DOUBLE TRUCK—Term designating a bady of copy and illustration that spreads across two facing pages of a publication.
EM—The square of the bady of any size type; 10 paints wide far 10-point type, etc.
EN—One-half the width of an em.
EXPANDED TYPE—Oppasite of candensed type.
FACE—The tap part of a type piece that gives it its style and distinctian.
FAMILY—Type faces that make a related graup.
FONT—Full assartment of type of ane size and face, e.g., 12-point Gaudy, etc.
FORM—Type and material locked in a chase and ready far the press.
FOUNDRY—The electratype faundry, where electratype plates are made by casting from the original farm cansisting af type and cuts. Alsa refers ta faundry type, ar individual hand type.
FURNITURE—Wood or metal forms less than type-high used ta fill large blank spaces in chase not occupied by printing matter.
GALLEY—Shallow tray used to assemble ar stare away type and plates.
GALLEY PRESS—Machine for making proofs.
GALLEY PROOF—Praaf af type matter that is still in the galley and so is easily carrected.
GEOMETRICS—Expression far decorative figures or pictarial compasitions made with geametric ar type forms.
GOTHIC—Uniform-strake letters or type withaut serifs: alsa SANS SERIF.
GRIPPERS—Metal prongs an a platen press that hald the sheets ta the platen.
GROOVE—The space between the feet of a type.
GUIDE—Pieces of metal an the tympan againat which paper is fed in printing.
HAIR SPACES—Thinnest strips used in spacing aut type.
HAIRLINE—Thin rule in printing.
HAND PRESS—Vertical moving press manipuloted by hand far abtaining impressions, e.g., Washington Press.
HEADINGS—Heodlines as distinguished fram body type.
IMPOSITION—Lackup of page forms in a chase.
INTERTYPE—Typesetting machine exactly the same in principle and performonce as Linotype.
ITALICS—Script-like letters or type.
JUSTIFICATION—The process af spacing out type ta a given measure that lines may be uniform in length.
KERN—That part af a type that is prolonged beyond the body.
LEADERS—Datted line used ta lead the reader's eye from word to ward in tabular matter.
LEADING—Insertion af metal strips of required width between lines of type.
LEADS—Strips af metal far separating type lines.
LIGATURE—Twa or three characters combined an a single type body, e.g., ff, œ, ffi, ffl, etc.
LIGHT FACE—Lightest and thinnest form of a type series; opposite of bald-face.
LINOTYPE—Line of type set by a machine manipulated in typewriter fashian; alsa name af machine.
LIVE TYPE—Printing matter still in use.
LOCKUP—Type matter and plates lacked together in a frame preparatory to printing.

PRINTING TERMS CONTINUED

LOWER CASE—Small letters usually found in the lower part of the type case.

LUDLOW TYPOGRAPHY—Slug-casting machine in which matrices are hand set.

MACHINE COMPOSITION—Type set by machine, not by hand.

MAKE-READY—Preparation of type, press, and plate forms with overlay or underlay to obtain uniform impression.

MAKE UP—Adjustment of types and cuts into a form.

MEASURE—Width of a column of set type.

MISPRINT—Typographical error.

MONOTYPE—A method of casting individual types from matrices. The Monotype process is divided into two mechanical units, the keyboard, or composing unit and the casting unit. At the keyboard, holes are punched in a roll of paper which, ployer piano fashion, acts as the monitor when placed in the casting unit.

NICK—Shallow slit in a type which helps the compositor to avoid mixing similar types.

NONPAREIL—A unit of measure—one-half of a pica—6 points.

OFFSET PRINTING—Impression on a rubber blanket made by a plate and then offset on paper.

OLD ENGLISH—Heavy black-faced letters.

OLD-STYLE TYPE—Thick-and-thin-stroked letters with wedge-shaped serifs which are especially marked in the lower cases.

OPEN MATTER—Widely spaced type lines.

OVERLAY—Make-ready; addition of layers of tissue under tympan on press to even the impression.

PI—Dropped or mixed type.

PICA—Printer's unit of measure; 12 points (approximately 12/72 of an inch).

PLANER—Smooth block of wood used for proofing and leveling body of text.

PLATEN—The part of the platen press to which the paper is fed.

PLATEN PRESS—The press that obtains an impression by pressing the paper against the type.

POINT—A unit of type measurement—(72 points equal about an inch).

PROOF—Impression from a cut or a body of type for examination or correction.

PROOFREADER—One who marks copy for correction with "proofreader's marks."

QUAD—Below-type-high metal blank used to space out ends of lines.

QUOIN—Wedge-shaped forms used in locking up type matter in chase.

REGISTER MARKS—In printing, the devices that help colors to fit into their correct relationship. In engravers' proofs, the crosses that help to obtain register in proofing.

REGLET—6- and 12-point wooden furniture.

REVISE PROOF—Proof taken to check corrections made in a first proof.

RIVERS—Spaces between words, accidentally coinciding in successive lines and forming a band of unprinted "rivers."

ROLLERS—Printing rollers or brayers.

ROMAN—Thick-and-thin-serifed letters that were first used in Italy.

RULE—Strip of type-high metal that prints lines.

SANS SERIF—Letters or type without serifs.

SCRIPT TYPE—Italicized type that looks like writing.

SERIFS—Fine cross-stroke terminations of letters—usually on top and bottom.

SET—To compose or arrange type.

SLUGS—Leads 6 points and more in thickness, used to separate lines of type.

SOLID MATTER—Type lines set without leading between lines.

SPACE—Below-type-high blanks used to separate words in type matter.

SPACING—Varying the size of the spaces between words to improve the appearance of the line

STICK—Device for composing type to measure.

STRAIGHT MATTER—Opposite of display, plain composition.

TEXT—Body matter of a page or advertisement.

THERMOGRAPHY—Wet printing that is powdered and then heated to obtain a raised effect.

TISSUE—Thin paper used in building up a block in make-ready.

TYMPAN—Sheet of tough paper that covers the platen or cylinder.

TYPE GAUGE—Printer's ruler having inch and point divisions.

TYPE-HIGH—Height of type (0.9186 of an inch).

TYPOGRAPHY—Art of type arrangement.

UNDERLAY—Make-ready; building up of plate with layers of paper to obtain an even impression.

UPPER CASE—Capitol letters.

COPYREADING MARKS

Symbols for editing copy.

Correct editing reduces average costly alteration charges by more than half, and alterations account for from 10 to 50 per cent of most jobs

ONE WORD	If our only yard stick of business profits is dollars, and we measure our every activity by the noise it makes on the cash register, then I say, don't join anything. Keep out of your trade associations fight shy of the local service clubs; have nothing to do with executives organized on functional lines. In the first place, with such a philosophy you probably won't put much into these associations and you may be perfectly certain you won't take much out.
BOLD FACE	
APOSTROPHE	
SEMICOLON	
LOWER CASE	
PERIOD	
COMMA	
RESTORE	
RUN IN	
INSERT LETTER	It takes more than dues to make a successful association. And you probably won't make many friends, for
TRANSPOSE LETTER	
OMIT WORD	people haven't much use for the man who joins up for
HYPHEN	business first purposes. If you are that sort of bird,
INSERT WORD	stay at your desk. Keep your head buried in your papers.
ITALICS	But don't blame anyone but yourself if you and your
EXCLAMATION POINT	business soon die of hardening of the arteries!
PARAGRAPH	If, however, you measure profits by the friends you
OMIT LETTER	make as well as the money you bank; if you agree with
SMALL CAPS	Theodore Roosevelt that every man owes something to
QUOTES	his profession and are not satisfied to go through
DASH	life, taking all you can get but giving nothing in re-
TWO WORDS	turn--then join at least one of your hometown's fel-
CAPITALIZE	lowship groups. after all, you know we are only on
SPELL OUT	this earth a few years. Most of us have but 20 years
NUMERAL	at best in the harness. Why not spend one per cent of
TRANSPOSE WORDS	those remaining years doing what we can to make this
QUESTION MARK	world a better place in which to live?

PROOFREADING MARKS

Symbols for correcting copy after it has been set in type, not to be confused with copyreading marks. Good proofreading checks the finished composition for three factors: Sense, typographical errors and the faithful following of copy

- Dele, or delete: take out.
- Letter reversed — turn.
- Put in space.
- Close up — no space.
- Bad spacing; space more evenly.
- Wrong font: character of wrong size or style.
- Transpose.
- Make a new paragraph.
- Indent; or, put in an em-quad space.
- Carry to the left.
- Carry to the right.
- Elevate.
- Depress.
- Imperfect type — correct.
- Space shows between words — push down.
- Straighten alignment.
- Restore or ~~retain~~ words crossed out.
- Print (æ, fi, etc.) as a ligature.
- out, see copy — Words are omitted from, or in, copy
- Query to author: Is this correct?
- caps — Put in capitals.
- sc — Put in SMALL CAPITALS.
- lc — Put in LOWER CASE.
- rom — Put in roman type.
- ital — Put in italic type.
- bf — Put in bold face type.
- Insert period.
- Insert an apostrophe in proof readers marks.
- Insert hyphen in printing office efficiency.
- en — Insert en dash between 1918 20.
- em — Insert em dash.

RULES, BORDERS AND ORNAMENTS

Shaded Rule

Parallel Rule

Broken Rule

Irregular Rule

Stars — 6 pt. 8 pt. 10 pt. 12 pt. 18 pt.

Dots — 3 pt. 4 pt. 6 pt. 8 pt. 10 pt. 12 pt. 18 pt.

Squares — 6 pt. 8 pt. 10 pt. 12 pt. 18 pt.

Decorations

Flowers

Ornamental Borders

POINT SIZES OF RULES

Hairline — 5 Point

¼ Point — 6 Point

½ Point — 8 Point

1 Point — 9 Point

1½ Point — 10 Point

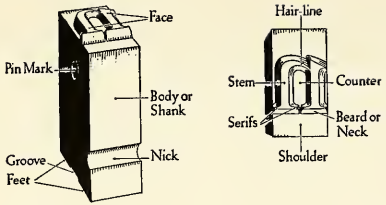
2 Point — 12 Point

2½ Point — 18 Point

3 Point

4 Point

TYPE TERMINOLOGY



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SINGLE LINE SPECIMENS

The following types are all in common use today, and are offered here for purposes of identification and instruction. To aid in interpreting the notes as to sizes, etc., we offer on page 11 a description of the point system and on pages 12 and 13 definitions of such words or abbreviations as Lino., Foundry, Ludlow, Mono., and Intertype.

Antique No. 1
Lino.: 6, 8, 10, 12, 14 point

Antique No. 1 Italic
Lino.: 6, 8, 10, 12, 14 point

Baskerville
Lino.: 8, 10, 11, 12, 14, 16 point

Baskerville Italic
Lino.: 8, 10, 11, 12, 14 point

Bernhard Cursive Bold
Foundry: 14, 16, 18, 24, 30, 36, 42, 54, 72 point

Beton Extra Bold
Foundry: 8, 10, 12, 14, 16, 18, 24, 30, 36, 48, 60 point

BETON OPEN
Foundry: 20, 24, 30, 36, 48 point

Bodoni Book
Lino.: 6, 8, 9, 10, 12, 14, 18. Foundry: 24, 30, 36, 42, 48 point

Bodoni Book Italic
Lino.: 6, 8, 9, 10, 12, 14, 18. Fonodry: 24, 30, 36 point

Bodoni
Lino.: 6, 8, 10, 12, 14, 18. A-P-L: 24, 30, 36, 42, 48, 60, 72 point

Bodoni Italic
Lino.: 6, 8, 10, 12, 14, 18. A-P-L: 24, 30, 36, 42, 48 point

Bodoni Bold
Lino.: 6, 8, 10, 12, 14, 18 point
Ludlow: 24, 30, 36, 42, 48, 60, 72. A-P-L: 84, 96 point

Bodoni Bold Italic
Lino.: 6, 8, 10, 12, 14 point
Ludlow: 18, 24, 30, 36, 48. Foundry: 42, 60, 72 point

Bodoni, Ultra
Mono.: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48. Foundry: 0, 60 point

Bodoni, Ultra Italic
Mono.: 14, 18, 24, 30, 36 point

Bookman
Intertype: 6, 8, 9, 10, 12, 14. Mono.: 18, 24, 30, 36 point

Bookman Italic
Intertype: 6, 8, 9, 10, 12, 14 point

BROADWAY
Foundry: 10, 12, 14, 18, 24, 30, 36, 48 point

Camelot Old Style
Foundry: 8, 10, 12, 18, 24, 30 point

Cameo
Ludlow: 18, 24, 30, 36, 48 point

Caslon Bold
Mono.: 8, 10, 12, 14. Ludlow: 18, 24, 30, 36. Foundry: 48, 60 point

Caslon Bold Italic
Mono.: 8, 10, 12, 14, 18, 24, 30, 36 point

Caslon Bold Condensed
Foundry: 14, 18, 24, 30, 48, 60 point

CASLON OPEN
Foundry: 24, 30, 36 point CAPS ONLY

Caslon Old Face (471)
Lino.: 8, 10, 12, 14, 18. Ludlow: 24, 30, 36, 42, 48, 60, 72 point

Caslon Old Face Italic (471)
Lino.: 8, 10, 12, 14. Ludlow: 18, 24, 30, 36, 42, 48 point

Caslon (540)
Lino.: 8, 10, 11, 12, 14, 18. Foundry: 84, 96 point

Caslon Italic (540)
Lino.: 8, 10, 11, 12, 14. Foundry: 48, 60, 72, 84, 96 point

Caslon, New (No. 3)
Lino.: 8, 10, 12, 14. Foundry: 18, 24, 30, 36, 42, 48, 60 point

Caslon, New (No. 3) Italic
Lino.: 8, 10, 12, 14. Foundry: 10, 12, 14, 18, 24, 30, 36, 42, 48 point

Caslon (137)
Lino.: 8, 9, 10, 11, 12 point

Caslon (137) Italic
Lino.: 8, 9, 10, 11, 12 point

Civilite
Foundry: 18 point

Cochin, Nicolas
Foundry: 10, 12, 14, 18, 24, 36, 48 point

Cochin, Nicolas Italic
Foundry: 14, 18, 24, 36, 48 point

Cochin, Nicolas Bold
Foundry: 12, 14, 18, 24, 36, 48 point

Century
Lino.: 8, 10 point

Century Bold
Lino.: 8, 10 point

Cheltenham Bold
Mono.: 14, 18, 24, 36, 86 point

Cheltenham Bold Condensed
Mono.: 18, 24, 30, 36 point. Foundry: 42, 48, 60, 72 point

Cheltenham Bold Extra Condensed
Mono.: 18, 24, 30, 36 point. Foundry: 42, 48, 60, 72 point

Cloister Bold
Lino.: 6, 8, 10, 12, 14, 18. Mono.: 24, 30, 39 point

Cloister Bold Italic
Lino.: 6, 8, 10, 12, 14, 18. Mono.: 24, 30, 36 point

Cloister Text
Mono.: 14, 18, 24, 30, 36 point

Cooper Black
Ludlow: 12, 14, 18, 24, 30, 36, 48 point
Foundry: 6, 8, 10, 60, 72, 96 point

Cooper Black Italic
Foundry: 6, 8, 10, 12, 14, 18, 24, 30, 36, 48 point

DELPHIAN
Ludlow: 30, 48 point CAPS ONLY

Eden Light
Ludlow: 14, 18, 24, 30, 36, 42, 48, 72 point

Eden Bold
Ludlow: 14, 18, 24, 30, 36, 42, 48, 72 point

Egmont
Intertype: 8, 10, 12, 14, 18. Mono.: 24. Foundry: 48 point

Egmont Italic
Intertype: 8, 10, 12, 14, 18 point

Egmont Medium
Intertype: 8, 10, 12, 14, 18. Foundry: 24, 30, 48, 60 point

Egmont Medium Italic
Intertype: 8, 10, 12, 14, 18 point

Egmont Bold
Foundry: 8, 10, 12, 18, 24, 36, 48 point

FOURNIER
Mono.: 24. Foundry: 36 point

Futura Light
Intertype: 6, 8, 10, 12, 14, 18 point
Foundry: 24, 36, 36, 48, 60, 72, 84 point

Futura Light Oblique
Intertype: 8, 10, 12, 14 point

Futura Medium
Intertype: 6, 8, 10, 12, 14, 18. Ludlow: 24, 30, 36, 42, 48 point
Foundry: 24, 30, 36, 48, 60, 72, 84 point

Futura Medium Oblique
Intertype: 8, 10, 12, 14. Foundry: 10, 18, 24, 30, 36, 48 point

Futura Bold
Intertype: 6, 8, 10, 12, 14 point
Ludlow: 18, 24, 30, 36, 42, 48, 60, 72 point
Foundry: 8, 10, 12, 14, 16, 18, 24, 30, 36, 48, 60, 72, 84 point

Futura Bold Oblique
Intertype: 6, 8, 10, 12, 14. Mono.: 18, 24, 36 point

Futura Demi Bold
Foundry: 8, 10, 12, 14, 16, 18, 24, 30, 36, 48, 60 point
Ludlow: 18, 24, 30, 36, 42, 48, 60, 72 point

SINGLE LINE SPECIMENS

Garamond Light
Intertype: 6, 8, 9, 10, 11, 12, 14, 18 point
Ludlow: 24, 30, 36, 42, 48 point
Mono.: 18, 24, 30, 36, 42, 48. Foundry: 60, 72 point

Garamond Light Italic
Intertype: 6, 8, 9, 10, 11, 12, 14, 18 point
Ludlow: 24, 30, 36, 42, 48 point
Mono.: 24, 30, 36, 42, 48 point

Garamond Medium
Lino.: 6, 8, 10, 11, 12, 14, 18 point

Garamond Medium Italic
Lino.: 6, 8, 10, 11, 12, 14, 18 point

Garamond Bold
Intertype: 6, 8, 10, 12, 14, 18 point
Ludlow: 24, 30, 36, 42, 48, 60, 72 point
Mono.: 24, 30, 36, 48. Foundry: 60, 72, 84 point
A-P-L: 96, 144 point

Garamond Bold Italic
Intertype: 6, 8, 10, 12, 14, 18 point
Ludlow: 24, 30, 36, 42, 48, 60, 72 point
Mono.: 24, 30, 36, 48 point

Girder Light
Lino.: 6, 8, 10, 12, 14. Ludlow: 18, 24, 30, 36, 42, 48 point

Girder Light Italic
Lino.: 8, 10, 12, 14 point

Girder Medium
Lino.: 6, 8, 10, 12, 14, 18. Mono.: 24, 30, 36 point

Girder Medium Italic
Lino.: 6, 8, 10, 12, 14, 18 point

Girder Bold
Lino.: 6, 8, 10, 12, 14. Ludlow: 18, 24, 30, 36, 42, 48 point
Foundry: 54, 72, 84 point

Girder Bold Italic
Lino.: 8, 10, 12, 14 point

GOTHIC, ALTERNATE NO. 1
Foundry: 24, 30, 36, 42, 48, 60, 72 point CAPS ONLY

Gothic, Alternate No. 2
Foundry: 24, 30, 36, 42, 48, 60, 72 point

Gothic, Alternate No. 3
Foundry: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 point

Gothic Condensed
Ludlow: 18, 24, 30, 36, 42, 48, 60, 72 point

GOTHIC, COPPERPLATE NO. 31
Lino.: 6 point. No. 1, 2, 3, 4. Ludlow: 12 pt. No. 1, 2, 3, 4, 18 point

GOTHIC, COPPERPLATE NO. 32
Lino.: 6 pt. No. 1, 2, 3, 4,

Gothic No. 4, 8 Point
Linotype

Gothic, Franklin
Foundry: 6, 8, 10, 12. Mono.: 14, 18, 24, 30, 36, 42, 48 point
A-P-L: 30, 42, 48, 60, 72 point

Gothic, Franklin Italic
Foundry: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48 point

Gothic, Franklin Condensed
Foundry: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72 point

Gothic, Franklin Extra Condensed
Foundry: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72 point
Foundry: 84 point CAPS ONLY

GOTHIC 529, CONDENSED
Foundry: 12, 14, 18, 24, 30, 36, 42, 48, 60, 72 point

Gothic, News Condensed
Mono.: 18, 24, 30, 36 point

GOTHIC, NEWS CONDENSED - LIGHT
Foundry: 6, 12, 18, 24, 60 point CAPS ONLY

Gothic, Franklin Condensed
Mono.: 14, 18, 24, 30, 36, 42, 48 point
A-P-L: 18, 24, 30, 36, 42, 48, 60, 72, 84, 120, 144 point

GOTHIC, HERALD
Foundry: 18, 24, 36 point

GOTHIC, NEWS
Foundry: 6, 12, 18 point

Gothic, Novel
Foundry: 8, 10, 12, 14, 18, 24 point

Goudy Bold
Ludlow: 14, 18, 24, 30, 36, 42, 48, 60, 72, 84 point

Goudy Bold Italic
Ludlow: 14, 18, 24, 30, 36, 48, 60, 72 point
Foundry: 42 point

Goudy Hand-Tooled
Mono.: 18, 24, 30, 36 point

Goudy Hand-Tooled Italic
Mono.: 18, 24, 30, 36 point

Goudy Cursive
Foundry: 10, 12, 14, 18, 30, 36

GRECO ADORNADO
Foundry: 14, 18, 30 point CAPS ONLY

Ideal News
Intertype: 7, 8, 9 point

Ideal News Italic
Intertype: 7, 8, 9 point

Janson
Lino.: 8, 10, 11, 12, 14 point

Janson Italic
Lino.: 8, 10, 11, 12, 14 point

Kabel Bold
Mono.: 18, 24, 30, 36, 42, 48 point

Kenntonian
Intertype: 8, 10, 12, 14 point

Kenntonian Italic
Intertype: 8, 10, 12, 14 point

Keynote
Foundry: 24, 30, 48 point

Le Mercure
Foundry: 36, 48, 72 point

Liberty
Foundry: 14, 18, 24, 30, 48 point

Mandate
Ludlow: 18, 24, 30, 48, 72 point

Mayfair
Ludlow: 18, 24, 36, 48, 60, 72 point

Metropolis Bold
Foundry: 9, 10, 12, 14, 18, 24, 30, 36, 48, 60, 72, 84, 96 point

Narciss
Lino.: 12, 14 point

NEULAND
Foundry: 8, 10, 12, 14, 18, 24, 30, 42, 54, 72 point CAPS ONLY

6 Point No. 1
Linotype

6 Point No. 2
Linotype

5½ Point No. 2
Linotype

6½ Point No. 2 Bold
Linotype

5 Point No 10 Roman
Linotype

Nubian
Foundry: 12, 14, 18, 24, 30, 36, 42, 48 point

Old Style (No. 1)
Lino: 6, 8, 10 point

Old Style Italic (No. 1)
Lino: 6, 8, 10 point

Old Style (No. 7)
Lino.: 9 point

SINGLE LINE SPECIMENS

Old Style Italic (No. 7)
Lino.: 9 point

ORPLID
Foundry: 10, 24 point CAPS ONLY

Park Avenue
Foundry: This size only

Piranesi Bold
Foundry: 18, 24, 30, 36, 42, 48 point

Piranesi Bold Italic
Foundry: 24, 60 point

Remington Typewriter & Underscore
Lino.: 10, 12 point

Scotch
Lino.: 6, 8, 10, 11, 12 point

Scotch Italic
Lino.: 6, 8, 10, 11, 12 point

Scotch No. 2
Lino.: 10, 11 point

Scotch No. 2 Italic
Lino.: 10, 11 point

Signal Medium
Foundry: 18, 24, 30, 42, 54, 72 point

Stationer Script
Foundry: This size only

Stymie Extra Bold Condensed
Mono.: 14, 18, 24, 30, 36 point

Stymie Medium Condensed
Mono.: 14, 18, 24, 30, 36 point

SYLVAN
Foundry: 24, 30, 36, 48 point

TEMPO LINED
Mono.: 18, 24, 30, 36 point

TOWER
Foundry: 36, 48 point

Trafton Script
Foundry: 18, 24, 30, 36, 48, 60, 72 point

Typo Script
Foundry: 36, 48 point

Typo Upright
Foundry: 18, 24 point

Underwood Typewriter & Underscore
Lino.: 10, 12 point

UMBRA
Ludlow: 24, 36, 48, 72 point CAPS ONLY

ADSTYLE BORDER 3456
Foundry: 12, 18, 24 point

Grant Antique 13 pt.
& ST. LOUIS AND DETROIT
are said to have base ball clubs

Grant Antique 80 pt.
AT WASHINGTON
plays ball some too

Roman Rimmed Condensed 18 pt.
POPULAR DURING THE
late eighties and before

Roman Rimmed 18 pt.
INTRODUCTION
of point system 12

Roman Rimmed 24 pt.
APPEAL TO
those artists

Philadelphian 12 pt.
MANY FONTS WERE CUT BY
the Johnson Type Foundry in

Tuscan Shaded 22 pt.
LATE EIGHTIES!!

Phidian (no figures) 80 pt.
OOPS! WHERE AT NOW?
excitingly novel and exclusive

Ornate (caps only) 24 pt.
FIRST EXHIBITION OF

Goudy Text 18 pt.
Showing. The postal card size

Crayon 24 pt.
Has Been Chosen

Aquatint 24 pt.
Because Each New

Reflection (caps only) 24 pt.
SHOWING $1

Buffalo Bill 18 pt.
OPERA HOUSE

Ray Shaded 24 pt.
TO VITALIZE
your display $?

French Clarendon Extended 8 pt.
THE USE OF THESE FINE
mellow old designs can & will !!!

Fashion Condensed 12 pt.
ADD VERVE AND COLOR WHICH
are indispensable to most advertising!

Italic Gothic Condensed 12 pt.
IT'S ALL IN THE SLANT AND CUT
that identify their real superiority 12

Condensed Horto 24 pt.
RUSTIC BUT ARTISTIC

Orleans Open 30 pt.
SATISFYING

Treasury Open 18 pt.
Designed when Milady's Plume

Rustic 80 pt.
TREE WHIMS

Ripple Text 88 pt.
Pay to the Order of

University Text Shaded (no figures) 36 pt.
Christmas !!

Siderei (caps only) 8 pt.
KEPT IN A STANDARD BINDER

Siderei (caps only) 10 pt.
OF LOOSE LEAF STYLE. O

Siderei (caps only) 12 pt.
IT IS HOPED THAT $12

Siderei (caps only) 14 pt.
THIS METHOD !?

Tinted (caps only) 24 pt.
RESOLUTIONS

Rustic (caps only) 36 pt.
CONSERVED

Beckman 36 pt.

PRESENT TIME $
we ask that you

Flirt 18 pt.

Please Bear with Us

Kincaid (caps only) 12 pt.

AND OUR FACILITIES $57

Chancel 36 pt.

If Your Proofs At

Penelope 30 pt.

Times Are Not &

Sancroft 10 pt.

EXACTLY PERFECT &

Sancroft 12 pt.

SHARP & CLEAR

Antique Cond. 10 pt.

AS REPRODUCTION PROOFS SHOULD &C.
really be made for producing the best results!

Radiant 24 pt.

TO BEGIN

Jim Crow 24 pt.

A NEW SPECIMEN!

Old Style Shaded 30 pt.

WITH EACH 13
acquisition of!

Round Shaded 36 pt.

OLD FACES

Spindler Shaded (no figure 9) 18 pt.

WOULD BE?

Spindler Shaded 12 pt.

IMPRACTICAL..

Bowl 24 pt.

AS WE ARE
constantly but

Renaissant 36 pt.

OLD MASTER
type designers

Renaissant 48 pt.

CAREFULL
and diligent

Mother Hubbard 8 pt.

WERE THEY IN THE INTERPRETATION

Mother Hubbard 10 pt.

OF THE NEED & REQUIREMENTS

Mother Hubbard 12 pt.

OF THE YEARS FOLLOWING

Mother Hubbard 18 pt.

THOSE DAYS WHEN

Mother Hubbard 24 pt.

BOOKS WERE

Mother Hubbard 36 pt.

MADE BY5

Mother Hubbard 48 pt.

HANDS

Antique Extended No. 2 16 pt.

TRAINED &

Antique Extended No. 2 18 pt.

TO MAKE

Antique Extended No. 2 (no cap X) 24 pt.

BRUSH1

Obelisk 18 pt.

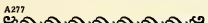
AND PEN LETTERS SO PERFECT THAT
even unto this day are still a thing apart

RULES AND DECORATIVE MATERIAL

C2

C382

A277



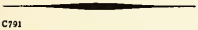
C9

C361

No. 19

C791

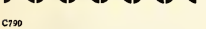
C793



C790

A715

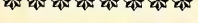
A720



A716

A717

A361



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205

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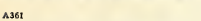

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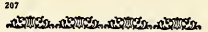

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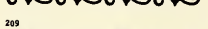

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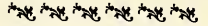

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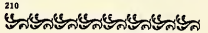

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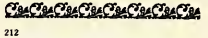

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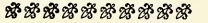

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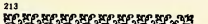

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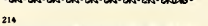

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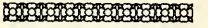

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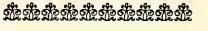

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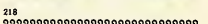

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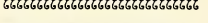

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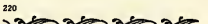

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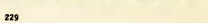

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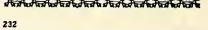

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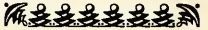

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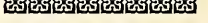

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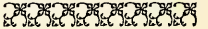

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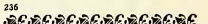

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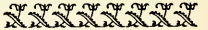
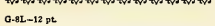


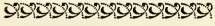
RULES AND DECORATIVE MATERIAL

G-5R—12 pt.

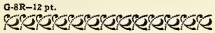
G-8L—12 pt.



G-8R—12 pt.



G-8R and G-8L—12 pt.

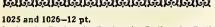


1069—12 pt.

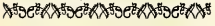
1025 and 1026—12 pt.

1024—12 pt.

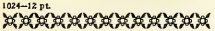
G-7R—12 pt.



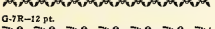
G-7L—12 pt.



G-7R and G-7L—12 pt.

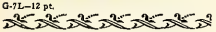


G-6R—12 pt.

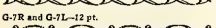


G-6L—12 pt.

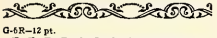
G-6R and G-6L—12 pt.



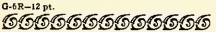
1063—12 pt.



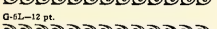
102-Special—12 pt.



101-Special—12 pt.



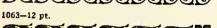
100-Special—12 pt.



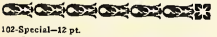
G-50R and G-50L—12 pt.

587—12 pt.—2 Color

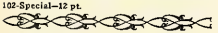
3405—24 pt.



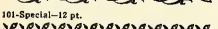
1590—12 pt.



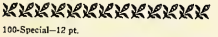
798—18 pt.



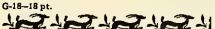
710—18 pt.—2 Color



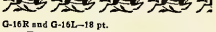
G-3R—12 pt.



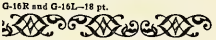
G-18—18 pt.



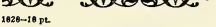
G-16R and G-16L—18 pt.



1826—18 pt.



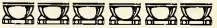
189—18 pt.



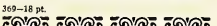
369—18 pt.

3611—18 pt.

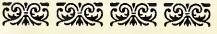
3612—18 pt.



2437—24 pt.

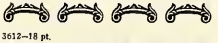


2435—24 pt.



2431—24 pt.

855—24 pt.



853—24 pt.

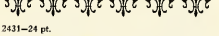
855, 853 and 851—24 pt.

851—24 pt.

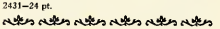
874—24 pt.

G-20R and G-20L—24 pt.

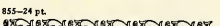
G-71—24 pt.



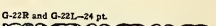
G-73—24 pt.



G-21R and G-21L—24 pt.

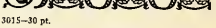


G-22R and G-22L—24 pt.

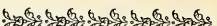


3015—30 pt.

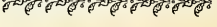
3014—30 pt.



3633—36 pt.

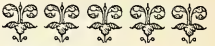


No. 0 Modernistic



No. 1

No. 2



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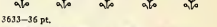
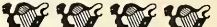
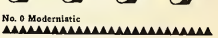


No. 4

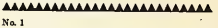


No 5

No. 6

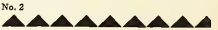


No. 7

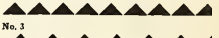


No. 8

M-864—In 24" Strips



M-105—In 24" Strips



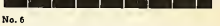
M-843—In 24" Strips

M-424—In 24" Strips

M-157—In 24" Strips

M-789—In 24" Strips

M-854—In 24" Strips



M-243—In 24" Strips

RULES AND DECORATIVE MATERIAL

403C—6 pt.

147C—30 ems

255a—6 pt.

1341b—6 pt.

1342b—6 pt.

1310a—6 pt.

1507—6 pt.

81—6 pt.

1521—6 pt.

G-10—6 pt.

6 pt. Zig-Zag

539—6 pt.

73—6 pt.

G-12R—6 pt.

G-12L—6 pt.

G-12R and G-12L—6 pt.

1386—6 pt.

1371—8 pt.

159a—6 pt.

1468—6 pt.

1513a—10 pt.

1810—6 pt.

1327—6 pt.

G-31—6 pt.

G-42—6 pt.

193a—6 pt.

2 pt. Arrow on 6

268—6 pt.

220—5 pt.

141—8 pt.

1773—6 pt.

2000—6 pt.

406c—6 pt.

1686a—6 pt.

252—6 pt.

203—6 pt.

204—6 pt.

220—6 pt.

1616—6 pt.

1667—6 pt.

1708—6 pt.

1314—6 pt.

612—6 pt.

62—6 pt.

1257—6 pt.

122—6 pt.

127—6 pt.

1256—6 pt.

64—6 pt.

819—8 pt.

824—8 pt.

30P

1654—10 pt.

1212—12 pt.

1214—12 pt.

1215—12 pt.

1216—12 pt.

1219—12 pt.

1233—12 pt.

1242—12 pt.

1229—12 pt.

1210—12 pt.

1044—12 pt.

1482—12 pt.

1217—12 pt.

1211—12 pt.

1241—12 pt

10P—12 pt.

124—12 pt.

1227—12 pt.

1224—12 pt.

40P—14 pt.

CC10—12 pt.

1231—12 pt.

1239—12 pt.

1218—12 pt.

128—12 pt.

1240—12 pt.

1250—12 pt.

1213—12 pt.

185—12 pt.

278b—12 pt.

277a—12 pt.

1480a—12 pt.

1526a—12 pt.

1527R-1026L—12 pt.

1061L and 1061R—12 pt.

RULES AND DECORATIVE MATERIAL

M-421—In 24" Strips

M-727—In 24" Strips

M-105—In 24" Strips

M-829—In 24" Strips

M-613—In 24" Strips

M-459—In 24" Strips

M-733—In 24" Strips

M-661—In 24" Strips

M-140—In 24" Strips

M-823—In 24" Strips

M-610—In 24" Strips

M-142—In 24" Strips

M-740—In 24" Strips

M-831—In 24" Strips

M-590—In 24" Strips

M-695—In 24" Strips

M-401—In 24" Strips

M-250—In 24" Strips

M-240—In 24" Strips

M-210—In 24" Strips

M-136—In 24" Strips

M-242—In 24" Strips

M-758—In 24" Strips

M-512—In 24" Strips

M-633—In 24" Strips

M-418—In 24" Strips

M-938—In 24" Strips

M-218—In 24" Strips

M-531—In 24" Strips

M-353—In 24" Strips

M-248—In 24" Strips

990—10 pt.

991—10 pt.

GI—36 pt.

C861 C862 C863 C864 C865

C866 C867 C868

10 11 12 13 14

15 16 17 18

517C—14 pt.—12 picas

517C—14 pt.—8 picas

510C—10 pt.—12 picas

510C—10 pt.—6 picas

667

667-8

668

542

751 752

1593 1564 920 919 918

964

493 1563

494 495 453

210 90

29

32

630

19

21

517C—14 pt.—30 picas

510C—10 pt.—30 picas

1186—6 pt.

981—6 pt.

977—6 pt.

978—8 pt.

976—6 pt.

875—6 pt.

4 pt. Arrow on 12 pt. Body

BAUER BETON

Beton light 8 to 48 Point

Mechanical Production
ENGLISH ANTIQUES

Beton medium 8 to 60 Point

Streamline Motor Car
BEAUTIFUL BOOKS

Beton bold 8 to 84 Point

The Decorative Art
LORD KITCHENER

Beton extrabold 14 to 84 Point

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ILLUSTRATIONS

Beton medium condensed 8 to 84 Point

Development of Industries
HUMOROUS LITERATURE

Beton bold condensed 14 to 84 Point

Mahogany Bookcase
OLIVER CROMWELL

Beton open 20 to 84 Point

ADVERTISING

FISH
comes to the rescue
BY JULIA LEE WRIGHT

This month, McCall's is proud to present the second in its series of articles on Wisa Buying. The author, Julia Lee Wright, is well known to millions as the Director of the Safeway Homemakers' Bureau, a divis[illegible] the Safeway Stores, Inc., Oakland, Calif[illegible]

RECIPES TESTED IN THE [illegible]CHEN

FR
FOUGER

FLOWERS BY TELEGRAPH

le fleuron bleu
the anglo-american florists
124, avenue victor hugo
tél. passy 53-95
télég. fleuron paris

Bernhard Cursive

Morris and

Bernhard Cursive bold

Historical

Lucian open

Original of Memoirs

COLLEGE PALS

Bernhard Italic

of the Modern Library of Standard

FAMOUS TYPE DESIGN

Bernhard Roman

Artistic Designs for Print

UNIVERSITY RED

Lucian

A History of the Roman

DRAW FASHIONS

Lucian Italic

Now is the Time to Buy

THAT MANAGER

Lucian bold

Linlithgow Touring

LOW GARDENS

Bernhard Book

Instead of the stimulus of the brand new, we advised to color them by hand, invading the

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WHITE OR ORANGE

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WEDDING PAPERS
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☆☆☆ Cognac Brandy

Life rolls along today in the Cognac region of France much as it did one hundred and seventy years ago. Today, as then, accepted vinegrowers trundle their choice "crus" to the Hennessy warehouses, where they are skillfully blended and stored to await the magic mellowing of time. And today, as then, the bouquet and "clean" taste of Hennessy make it the preferred liqueur everywhere . . . Distilled and bottled at Cognac, France.

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ITALIC

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EVENING HERALD

ROMAN BOLD

The glasses of a man
CANADIAN PACIFIC

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Automobiles Wrecked
PERFECT REST

TITLE

SECTOR

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Go to enchanted lands of charm, gayety and balmy climate. To colorful Spain, to fascinating Italy and picturesque Sicily, via the luxurious liners. Stop-over privileges at all ports of call. Optional shore excursions. Connections to Egypt and Near East.

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GUTENBERG STARTED WITH FORTY LINES TO A

8 Point 24 A
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10 Point 22 A
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12 Point 18 A
NEW LOW PRICES AND

14 Point 16 A
LOWER OPERATING

18 Point 10 A
THIS SET IS FINE

24 Point 8 A
OUTWITTED

30 Point 6 A
PLAN FOR

36 Point 5 A
LINCOLN

10 Point 22 A
THIS IS OUR NEW MOTOR

12 Point 18 A
THE ATLANTIC OCEAN

14 Point 16 A
OUR GREAT ACTOR

18 Point 10 A
MUSIC FOR ALL

24 Point 8 A
CUSTOMERS

30 Point 6 A
COMPANY

36 Point 5 A
SUMMER

48 Point 4 A
DOWN

CARTOON

TRAVEL LOG

HAWAII tells its alluring story in a booklet (send for it if you have a chance to travel the westward). The spell of the enchanted islands carries over into the beautiful photographs.

MIAMI BEACH invites you South for Winter with an interesting booklet literally overflowing with pictures of things to do and places to see. We are illustrating a lively story for you.

GRIPSHOLM CRUISE around South America describes an itinerary for a winter holiday that takes you to the ancient Inca Lands, and then to the most glorious land of Brazil.

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Corvinus light

Odd Designs in Furniture

8 to 48 Point PRESIDENT LINCOLN

Corvinus medium

Winter Arrangements

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Exquisite Sideboard

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8 to 48 Point *INSURANCE COMPANY*

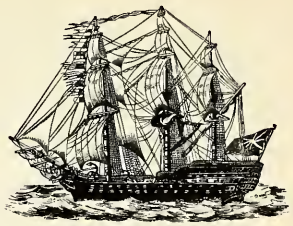
Corvinus Italic medium

Grand Evening Concert

8 to 48 Point ***FAMOUS PORCELAIN***

Corvinus Skyline

Shoppers in Search of good Gifts



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Today pipe smokers praise Old England Tobacco just as their fathers and grandfathers did before them. For over eighty years, smokers have been partial to the honest,

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NEW YORK AND CHICAGO

THE IDEAL GIFTS OF ENDURING BEAUTY

Will you come for
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Monday, December Ninth
Eight to Ten

MR. CHARLES HOWARD SAT

"Come Let Us Worship Together"

VERONA COMMUNITY SERVICES

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a b c d e f g h i j k l m n o q p r s t u v w x y z

ELIZABETH

Steinway is the Instrument of Immortals

30 Point 6 A 10 a

LIQUID REFRESHMENTS

Attempt to Make Container Taxes Retroactive

30 Point 6 A 10 a

GEOMETRICAL DESIGN

1 2 3 4 5 6 7 8 9 0

Our Business is an Art

MICHELANGELO

BY MARCEL BRION

Translated from the French by James Whitall

THE GREYSTONE PRESS · NEW YORK

MCMXL

FUTURA

Futura light
6 to 84 Point Graphic Art Exposition

Futura Book
6 to 48 Point Fine Habits Contagious

Futura medium
6 to 84 Point Complete Equipments

Futura demibold
8 to 84 Point **Broadcasting Station**

Futura bold
8 to 84 Point **Interior Decorator**

Futura oblique light
8 to 48 Point *American Tourist Bureau*

Futura oblique medium
8 to 48 Point *Union Express de Luxe*

Futura oblique bold
8 to 60 Point ***Oxford University***

Futura medium condensed
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8 to 84 Point **Glorious Mountain Scenery**

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Campbell's Vitamin-Rich Tomato Juice meets an instant response with those who enjoy the good things of life. The same famous kitchens, the same source of finest, fresh tomatoes that contribute to the enjoyment of the famous Campbell's Soups, guarantee the high quality and delicious flavor of this latest product, identified by the distinctive Red-and-White Label. Drink it for breakfast—or any time of day. Be sure to ask your grocer for Campbell's Vitamin-Rich Tomato Juice.

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Gillies Gothic light **Gillies Gothic bold**

This face has its particular value in

Gillies Gothic Light, 18 to 84 point

The American Printer

Gillies Gothic Bold, 18 to 84 point

Virginia

a light smoke of
rich ripe-bodied tobacco

They never tire

Sous le Vent
Guerlain

Legend

18 Point
The glorious dead of Admiral Nelson

20 Point
A story teller by Charles Dickens

24 Point
Travels round Great Britan

30 Point
Hebridaen Literature

36 Point
Morris and his work

48 Point
Queen Victoria

60 Point
Robin Hood

72 Point
Furniture

A good unit liniment for conventional body-sets, applied, say, to head and foot!

new mexico

New Mexican pueblo villages are of interest to scientist and tourist alike. The golden age of pueblo construction began in 900 A. D. and flourished for 300 years. Ruins of these community dwellings, often containing as many as 1,200 rooms, may be seen today.

new mexico

Some examples of pueblo architecture are still standing and in daily use by the Indians at Taos and other pueblos. The Pueblo Indians evolved a drama, a religion and a system of government so advanced that they were called savages only because they had not developed a written language. They still hold strange dances and ceremonials, prayers for rain and thanks for crops, weird rites which attract the curious from all over the world. The Aztec National Monument contains an interesting cluster of pre-historic ruins.

Gunnar Gunnarsson

SHIPS
IN
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A novel of an island childhood

Armando's

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Short Wave Generator

Trafton Script

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16 Point 8A 28a

Romantic Old Towns with Inviting and Famous Inns

18 Point 7A 24a

Art as a Means of International Understanding

24 Point 6A 20a

Japan Paper Company of Los Angeles

30 Point 5A 16a

Highlights of the Riviera Season

36 Point 4A 14a

Modern Interior Decoration

48 Point 4A 13a

French Tourist Bureau

60 Point 3A 10a

Oxford University

72 Point 3A 8a

Budget Rooms

84 Point 3A 5a

Grain Shed

Settle your
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8 to 60 Point FLOWER GARDENS

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8 to 36 Point *The History of Printing Art*

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Vogue's

Eye View of the Mode

A time honoured theory, expounded by our grandmothers as well as our contemporaries, is that fashion moves in a cycle. One old wives' version insists that every type of costume turns up once in seven years, and many an old attic has held trunks overflowing with gowns hopefully awaiting this reincarnation. Needless to say, these dresses, however lovely, have reappeared

NINETY COMPLETE ALPHABETS (SELECTED)

The numerous type faces which follow are all popular today. Some of them were recently designed: others have long been favorites. Most of them are available in many more sizes than we have shown. It will be noted that many types which seem almost identical bear different names. This is usually because they are the product of different manufacturers.

BANK SCRIPT

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

abcdefghijklmnopqrstuvwxyz

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOP

QRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

BERNHARD TANGO

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW

XYZ& 1234567890$

abcdefghijklmnopqrstuvwxyz

BERNHARD CURSIVE BOLD

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

16 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUV

WXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

72 POINT

ABCDEFGHIJ

KLMNOPQRS

TUVWXYZ&

abcdefghijklmnopqrstuvwxyz

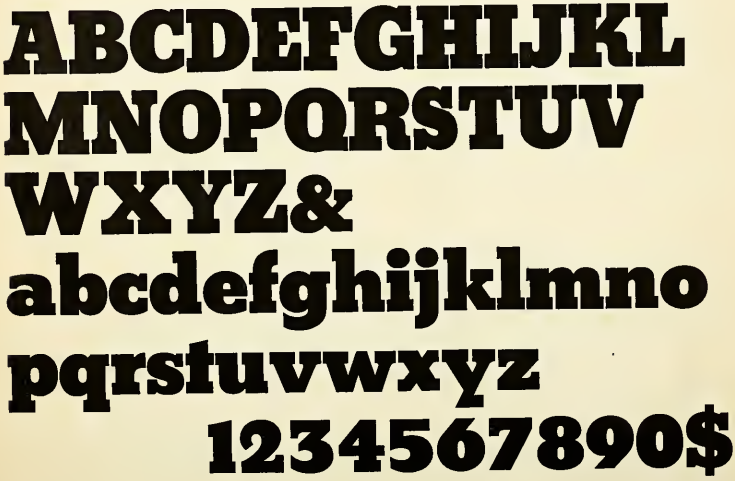
1234567890$

BETON OPEN

48 POINT

BETON EXTRA BOLD

60 POINT



BODONI

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

BODONI

72 POINT

ABCDEFGHIJKLM
NOPQRSTUVWXY
Z& 1234567890$
abcdefghijklmnopqr
stuvwxyz

BODONI ITALIC

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

48 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

BODONI BOLD

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

BODONI BOLD

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

42 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQR
STUVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

BODONI BOLD—APL

96 POINT

ABCDEFGHI
JKLMNOPQ
RSTUVWX
YZ&
1234567890$
abcdefghijkl
mnopqrstuv
wxyz

BODONI BOLD ITALIC

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

BODONI BOLD ITALIC

72 POINT

ABCDEFGHIJKLM
NOPQRSTUVWX
YZ& 1234567890$
abcdefghijklmnopq
rstuvwxyz

ULTRA BODONI

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwzyz 12345678908

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXVZ& abcdefghijkimnopqrstuvwxyz 12345678908

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefgbijklmnopqrstuvwxyz 12345678908

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 12345678908

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 12345678908

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 12345678908

24 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 12345678908
abcdefghijklmnopqrstuvwxyz

30 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 12345678908
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&

ULTRA BODONI

60 POINT

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ&
1234567890$
abcdefghijklmn
opqrstuvwxyz

ULTRA BODONI ITALIC

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz *1234567890$*

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz *1234567890$*

24 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& *1234567890$*
abcdefghijklmnopqrstuvwxyz

30 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& *1234567890$*
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuv
wxyz *1234567890$*

BODONI BOOK

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefgbijklmnopqrstuvwxyz 1234567890$

9 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

BODONI BOOK

36 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

42 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

ANTIQUE BOOKMAN

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXZ& 1234567890$

BOOKMAN [MONO]

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

BROADWAY

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&

48 POINT

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ&
1234567890$

CARTOON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

CASLON [471]

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

CASLON [471]

42 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

60 POINT

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ&

CASLON ITALIC [471]

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

CASLON BOLD

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

CASLON BOLD ITALIC

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

30 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

CASLON [540]

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

CASLON ITALIC [540]

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

CASLON [540]

84 POINT

ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ&
abcdefghijkl
mnopqrstuv
wxyz

CASLON [540]

84 POINT

ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ&
abcdefghijkl
mnopqrstuv
wxyz

NOTE

This sheet is an extro one to be torn out by the student to use in the exercise described on page 5.

CASLON ITALIC [540]

96 POINT

NEW CASLON

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

NEW CASLON

42 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&
abcdefghijklmnopqrstuvw
xyz 1234567890$

48 POINT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

CASLON OPEN

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$

abcdefghijklmnopqrstuvwxyz

42 POINT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ&

CAMEO

48 POINT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
abcdefghijklmopqrstu
vwxyz 1234567890$

CHELTENHAM BOLD

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWX
YZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

CHELTENHAM BOLD CONDENSED

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

42 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

CLOISTER BOLD

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

CLOISTER BOLD ITALIC

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

CLOISTER TEXT

36 POINT
ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

COOPER BLACK ITALIC

36 POINT

ABCDEFGHIJKLMNOPQR
STUVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

COOPER BLACK

72 POINT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZab
cdefghijklmno
pqrstuvwxyz
1234567890$

EDEN BOLD

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVWX
YZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

EGMONT LIGHT

48 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

EGMONT MEDIUM

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

48 POINT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ&
1234567890$

FOURNIER

30 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$

FUTURA LIGHT

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ&
abcdefghijklmnopqrstuvw
xyz 1234567890$

FUTURA LIGHT

84 POINT

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ&
abcdefghijklmno
pqrstuvwxyz
1234567890$

FUTURA MEDIUM

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

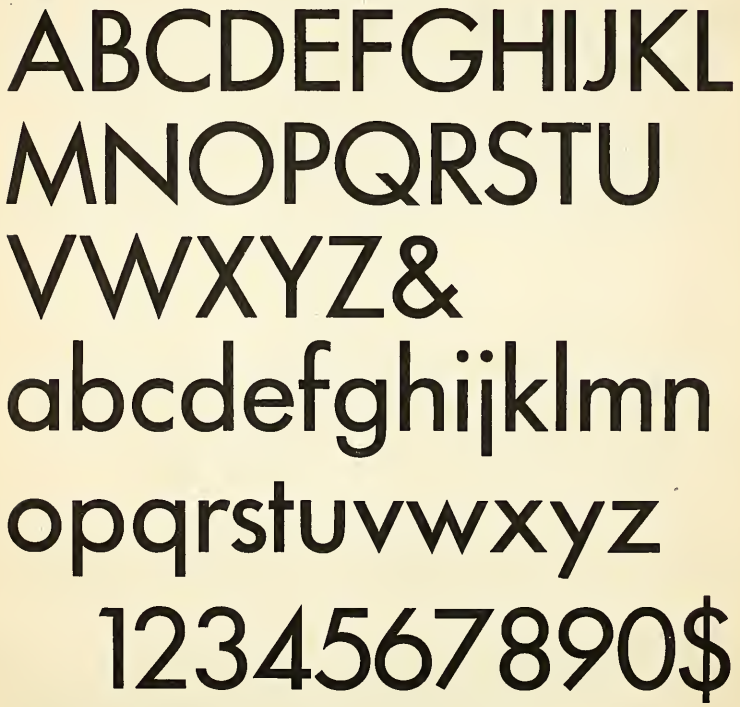
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

60 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&
abcdefghijklmnopqrst
uvwxyz
1234567890$

FUTURA MEDIUM

84 POINT



FUTURA BOLD

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

16 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

FUTURA BOLD

84 POINT

FUTURA BOLD OBLIQUE

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GARAMOND LIGHT

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

42 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GARAMOND LIGHT

72 POINT

ABCDEFGHIJKLM
NOPQRSTUVWXY
abcdefghijklmnopqrst
uvwxyz& 1234567890$

GARAMOND LIGHT ITALIC

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& *1234567890$*
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

GARAMOND LIGHT ITALIC

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

9 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GARAMOND MEDIUM

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

9 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT
ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

42 POINT
ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GARAMOND BOLD

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$
ABCDEFGHIJKLMNOPQRSTUVWXYZ&

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GARAMOND BOLD

96 POINT

ABCDEFGHI
JKLMNOPQ
RSTUVWX
YZ&

abcdefghijkl
mnopqrstuv
wxyz

1234567890$

GARAMOND BOLD ITALIC

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 123 67890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

GIRDER BOLD

6 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

84 POINT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&
abcdefghijklm
nopqrstuvwxyz
1234567890$

GIRDER LIGHT

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

GOUDY OPEN

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

GOUDY BOLD

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

72 POINT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&
abcdefghijklmn
opqrstuvwxyz
1234567890$

GOUDY BOLD ITALIC

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz *1234567890$*

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz *1234567890$*

72 POINT

ABCDEFGHIJ
KLMNOPQRST
UVWXYZ&
abcdefghijklmno
pqrstuvwxyz
1234567890$

GOTHIC CONDENSED—LUDLOW

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

72 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

AGENCY GOTHIC OPEN

96 POINT

NOVEL GOTHIC

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

ALTERNATE GOTHIC No. 1

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

42 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

FRANKLIN GOTHIC—APL

84 POINT

ABCDEFGHI
JKLMNOPQ
RSTUVWX
YZ& 1234
567890$
abcdefghijkl
mnopqrstuv
wxyz

FRANKLIN GOTHIC CONDENSED

72 POINT

ABCDEFGHIJKLM
NOPQRSTUVWX
YZ& abcdefghijk
lmnopqrstuvwxyz
1234567890$

FRANKLIN GOTHIC ITALIC

48 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&
abcdefghijklmnopqrst
uvwxyz 1234567890$

FRANKLIN GOTHIC EXTRA CONDENSED—APL

84 POINT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
abcdefghijklmnop
qrstuvwxyz
1234567890$

96 POINT

ABCDEFGHIJKLM
NOPQRSTUVWX
YZ&

NEWS GOTHIC

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

NEWS GOTHIC CONDENSED

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

24 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

GRAPHIC BOLD

60 POINT

ABCDEFGHIJKLM
NOPQRSTUVWX
YZ& 1234567890$
abcdefghijklmnopqrs
tuvwxyz

GRECO ADORNADO

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ& 1234567890$

HAUSER SCRIPT

60 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&

abcdefghijklmnopqrstuvw
xyz 1234567890$

JANSON

8 POINT (Must be Set on 9 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT (Must be Set on 11 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT (Must be Set on 12 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT (Must be Set on 13 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

JANSON ITALIC

8 POINT (Must be Set on 9 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT (Must be Set on 11 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

11 POINT (Must be Set on 12 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT (Must be Set on 13 Point Slug)
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

KABEL BOLD

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz 1234567890$

48 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

KABEL BOLD ITALIC

48 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

MANDATE

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

48 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&
abcdefghijklmnopqrstu
vwxyz 1234567890$

MAYFAIR

60 POINT

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

METROPOLIS BOLD

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnhpqrstuvwxyz 1234567890$

60 POINT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&
abcdefghijklm
nopqrstuvwxyz
1234567890$

NEULAND

8 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678905

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 1234567890$

42 POINT

ABCDEFGHIJKLMNOP
QRSTUVWXYZ&
1234567890$

NEULAND

54 POINT

72 POINT

NUBIAN

12 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

42 POINT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&
1234567890$
abcdefghijklmn
opqrstuvwxyz

ORPLID

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

ONYX

72 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

PIRANESI BOLD

48 POINT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

PIRANESI BOLD ITALIC

24 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRST
UVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

SIGNAL MEDIUM

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

72 POINT

ABCDEFGHIJKLMNOP.
QRSTUVWXYZ&
abcdefghijklmnopqrstu
vwxyz 1234567890$

STYMIE LIGHT ITALIC

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz
1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

STYMIE MEDIUM ITALIC

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&
1234567890$

36 POINT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

STYMIE EXTRA BOLD CONDENSED

14 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

48 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& 1234567890$
abcdefghijklmnopqrstuvwxyz

STYMIE EXTRA BOLD ITALIC

36 POINT

ABCDEFGHIJKLMNOPQRS
TUVWXYZ&
abcdefghijklmnopqrstuv
wxyz 1234567890$

TEMPO BOLD

60 POINT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
abcdefghijklmnopqrs
tuvwxyz
1234567890$

72 POINT

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ&
abcdefghijklmno
pqrstuvwxyz
1234567890$

TEMPO LINED

18 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890$

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$

30 POINT

ABCDEFGHIJKLMNOPQRSTUVWX
YZ& 1234567890$

TRAFTON SCRIPT

30 POINT

ABCDEFGHIJKLMNOPQRSTUVW
XYZ& *1234567890$*

abcdefghijklmnopqrstuvwxyz

36 POINT

ABCDEFGHIJKLMNOPQRSTU
VWXYZ& *1234567890$*

abcdefghijklmnopqrstuvwxyz

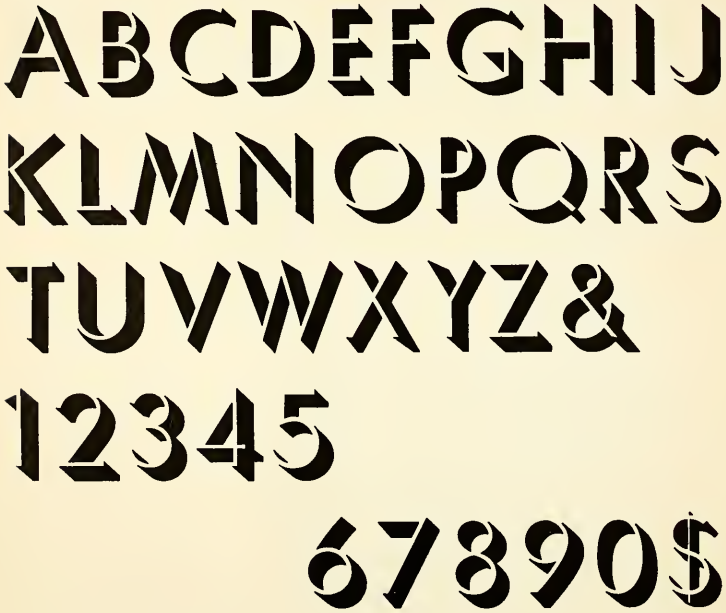
48 POINT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz *1234567890$*

UMBRA

72 POINT



24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
12345678905

VOGUE LIGHT

6 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

18 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567890$

VOGUE LIGHT OBLIQUE

8 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

10 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

12 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

14 POINT
ABCDEFGHIJKLMNOPQRSTUVWXYZ& abcdefghijklmnopqrstuvwxyz 1234567890$

Type specimens for layout, pri afa
655 24L859: C 5
3 1262 03167 0432
ARCHI
TECTURE
800

ON
RESERVE

30 Mar	24
4 Jun 51	6
MAR 28	19
APR 15	19
JUL 15 '55	
JAN 20 '56	
MAY 7 '56	

Date Due

Due	Returned	Due	Returned
OCT 24 '57	OCT 25 '57	OCT 21 '66	OCT 1 '66
NOV 8 '57	NOV 8 '57	NOV 4 - '66	DEC 2 '66
NOV 15 '57	NOV 15 '57	NOV 2 '67	NOV 26 '67
NOV 29 '57	NOV 27 '57	JUL 14 '70	
DEC 11 '57	DEC 13 '57	AUG 25 '71	AUG 26 '71
APR 12 '58	MAR 31 '58	MAR 16 '72	MAR 7 '72
MAY 9 '58		MAR 15 '74	
MAR 16 '59		JUN 13 '75	JUN 23 '75
APR 16 '59 OK	APR 21 '59	NOV 15 '76	NOV 14 '76
MAY 25 '59	MAY 19 '59	JUL 10 '79	
DEC 18 '59	DEC 7 '59	APR 3 - 1982	
DEC 16 '60	DEC 5 '60	JUL 27 1983	JUL 7 1983
JAN 26 '61	[illegible]	OCT 10 1985	NOV 01 1985
MAR 14 '61		MAR 15 1986	MAR 06 1986
APR 21 '61	MAY 22	DEC 21 1987	DEC 18 1987
JUL 21 '61	JUN 20 '61	FEB 15 1989	FEB 15 1989
DEC 27 '61	JAN 18 '62		
JAN 20 '62	JAN 19 '62	JUL 0	
MAR 5 '65	FEB 24	JUL 05 1989	JUN 16 1989
APR 2 - '65			NOV 22 1994
SEP 28 '65	SEP 29 '65		
NOV 1 - '65	OCT 29 '65		
NOV 12 '65	NOV 12 '65		
NOV 26 '65	NOV 29 '65		
DEC 8 - '65	DEC 8 - '65		
DEC 15 '65	DEC 14 '65		

ON
RESERVE

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